



Providing Services to Immigrants: A credit union perspective

Eastern Regional Conference on Serving Unbanked People

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Immigrant Markets

- St. Mary's Bank Credit Union (Manchester, NH). First CU organized in the US. Chartered in 1909 to server French-Canadian Immigrants that didn't have access to financial services
- Immigrant populations constitute a growing focus of CU system
 - Access
 - Products
 - Outreach

Access



Community Development Credit Unions

- Latino Community CU in North Carolina
- Comunidad Latina FCU in California
- Start up projects in: Atlanta, Houston, New Orleans, Seattle

Traditional Credit Unions

- Anheuser-Busch Employees CU: American Eagle Brand
- Kinecta FCU: Purchase of Navicert Financial, Payday Lending chain based in Nevada
- Point West CU: Merged of Hacienda Credit Union

Products & Outreach



Products: CDCUs and Innovation

- West Texas CU: Used Car loans and insurance
- Latino Community CU (NC): ITN Mortgage Loans
- NorthEast Community FCU (IL): Citizenship loans
- Community Trust (CA): ITIN Acceptance Agent

Outreach: State Credit Union Leagues

- Texas: *Juntos Avanzamos*
- New York: Affordable Housing/Financial Literacy Campaigns
- Iowa: Piloting Hispanic Outreach through remittance services

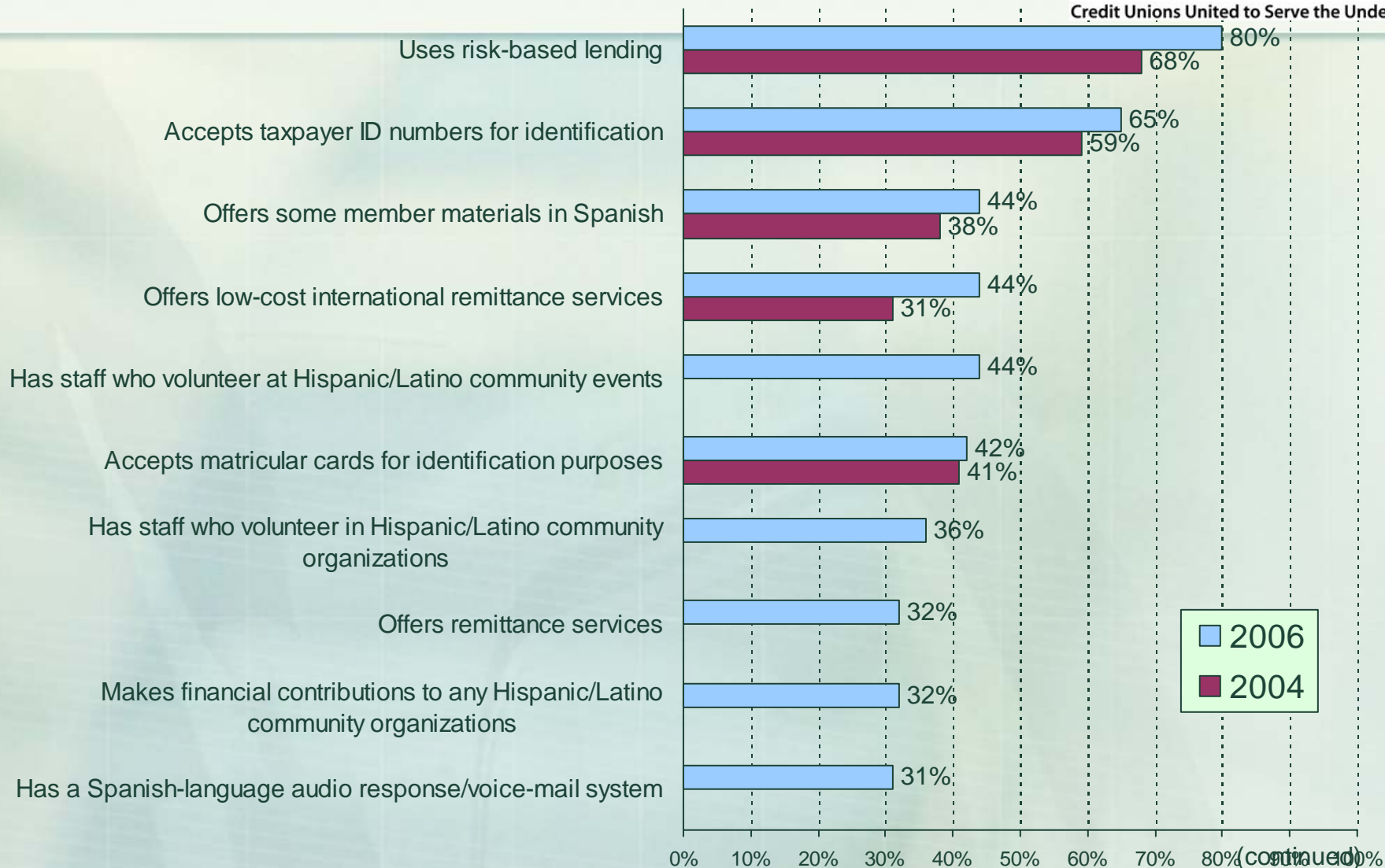
National: World Council of Credit Unions

- IRnet: International Remittance Services
- Best practices in marketing to immigrants

2006 CUNA Survey*:



Credit Unions United to Serve the Underserved



*Based on credit unions that either currently or plan to have special plans and programs in place to serve the Hispanic/Latino market.

2006 CUNA Survey*:

